

FEATURES VS. BENEFITS

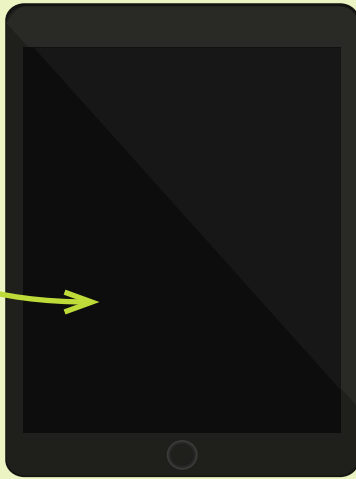
Knowing your product well is key to writing good copy. Consider your product's features and benefits. What can you offer, and how does it provide value to people? Understanding the difference between features and benefits can provide valuable insight into writing copy that actually sells.

FEATURES

A feature is something that describes your product's appearance or capability.

SCREEN
SIZE

COLOR
OPTIONS



STORAGE
SPACE

BENEFITS

A benefit shows how the product is useful to the reader, and adds value to the features.

SAVE
TIME

MAKE
MONEY

RELAX
MORE



While features can add to the value of a product, it's the benefits that truly make a customer want to buy it.



An easy way to make sure you've written a benefit is to ask, **"So what?"** after every sentence.

DON'T FORGET...

"Advertising doesn't create a product advantage. It can only convey it.... No matter how skillful you are, you can't invent a product advantage that doesn't exist."**"**

Bill Bernbach

